

LinkedIn for Business Consultants and Freelancers – Small Business Festival
Hub Australia, Level 3, 696 Bourke Street, Melbourne 3000 1pm – 2pm

<https://www.hubaustralia.com> <https://sueellson.com> <https://120ways.com>

How to choose your next job or career (decision making framework for clarifying your purpose) <https://www.linkedin.com/pulse/how-choose-your-next-job-career-sue-ellson>

Primary and secondary keywords (to help you prepare some text to include in your LinkedIn Profile) <https://www.linkedin.com/pulse/linkedin-keywords-what-primary-secondary-should-you-sue-ellson>

How To Write A Search Engine Optimised Article On LinkedIn (if you are planning to publish Articles on LinkedIn) <https://www.linkedin.com/pulse/how-write-search-engine-optimised-article-linkedin-sue-ellson>

What to do before you speak to a website designer (so that you understand the principles of producing content online) <https://www.linkedin.com/pulse/what-do-before-you-speak-website-designer-sue-ellson>

How Much Should I Pay For A Website And What Should Be Included In The Website Design Proposal? <https://www.linkedin.com/pulse/how-much-should-i-pay-website-what-included-design-proposal-ellson>

Benefits of LinkedIn

<https://sueellson.quora.com/The-Benefits-of-LinkedIn>

<https://www.linkedin.com/pulse/business-case-linkedin-sue-ellson>

<http://www.linkedin.com/pulse/what-linkedin-why-should-you-create-good-profile-sue-ellson>

How has LinkedIn benefited you before today?

Personal statistics – now and goals for the future to attract your target audience

Number of Connections (max 30,000) _____

<https://www.linkedin.com/mynetwork>

60+ min, 500+ in time

Number of Followers (max unlimited) _____

<https://www.linkedin.com/feed/followers>

More than Connections

Profile Views per 90 days _____ (Reverse stalk)

<https://www.linkedin.com/me/profile-views>

100+ per 90 days

Search Results for 7 days _____

<https://www.linkedin.com/me/search-appearances>

50+ per 7 days

All Star Profile (Yes or No) _____

Yes

Number of Featured Skills and Endorsements (max 50) _____

<https://www.linkedin.com/in/yoururl>

Top 3 20+ votes

Number of Recommendations (Given & Received) _____

<https://www.linkedin.com/in/yoururl>

6+ Given 6+ Received

Backup your profile and your data

Save to PDF (from More Options below headline)

YYYYMMDD-Your-Name-LinkedIn-Profile.pdf

<https://www.linkedin.com/in/yoururl>

Also save other details

Download your Data (the works)

<https://www.linkedin.com/psettings/member-data>

6 monthly minimum – when receive email from LinkedIn, click and save immediately, can open CSV file in LinkedIn with all of your Connections – First Name, Last Name, Email Address, Current Job Title, Current Company, Date Connected

Adjust most important settings - Personal settings – must do's in Top Card

Edit Public Profile URL (SEO, online visibility, email signature, business cards etc)

<https://www.linkedin.com/public-profile/settings>

Lowercase all in one word or – between first and last name

or number or pre and/or post nominals (also see other Public/Private information choices)

Quality Profile Photo (aligned with purpose) and background image 1584x396 pixels

<https://www.linkedin.com/in/yoururl/edit/topcard>

Professional Purposeful – tips at <https://www.linkedin.com/pulse/top-tips-professional-linkedin-social-media-profile-sue-ellson> Assess your photo at <https://www.photofeeler.com>

Update Headline

(first keywords for searches important 120 characters on desktop/laptop more on mobile device)

<https://www.linkedin.com/in/yoururl/edit/topcard>

Update Summary

(must be aligned with purpose, dot points, story first two lines are visible)

<https://www.linkedin.com/in/yoururl/edit/topcard>

Profile settings – account settings

<https://www.linkedin.com/psettings>

Email Addresses (add all of your email addresses, don't remove, change primary)

<https://www.linkedin.com/psettings/email>

Phone Numbers (do NOT allow LinkedIn to sync +61 402 243 271)

<https://www.linkedin.com/psettings/phone>

Unsync at <https://www.linkedin.com/mynetwork/settings/manage-syncing>

Autoplay Videos (turn off for large mobile use)

<https://www.linkedin.com/psettings/videos>

Profile settings – privacy settings

<https://www.linkedin.com/psettings/privacy>

Who can see your Email Address (your choice – eliminate tyre kickers with good copy)

<https://www.linkedin.com/psettings/privacy/email>

Who can see your Connections (only you = only shared connections visible)

<https://www.linkedin.com/psettings/connections-visibility>

Viewers of this Profile also viewed (choose NO unless espionage)

<https://www.linkedin.com/psettings/browse-map>

Profile Viewing Options (anonymous on demand – stalking for legitimate reasons only)

<https://www.linkedin.com/psettings/profile-visibility>

Sharing Profile edits (suggest No)

<https://www.linkedin.com/psettings/activity-broadcast>

Profile settings – contact info

<https://www.linkedin.com/in/yoururl/detail/contact-info>

Websites (add 3 URLs and choose Other for 30 character description – always copy/paste URLs)

Can include – 1) Your Personal Website and Link

2) Business Website and Link

Melbourne Airport <https://www.melbourneairport.com.au>

Launceston Airport <https://www.launcestonairport.com.au>

3) Professional Membership Link or LinkedIn Company Profile

<https://www.linkedin.com/company/melbourne-airport>

<https://www.linkedin.com/company/australia-pacific-airports-launceston>

Other Details

Also add phone, address, twitter, IM but not Date of Birth

Company Page settings

Create a Company Page is at

<https://www.linkedin.com/company/setup/new>

How to maximise your Company Profile on LinkedIn

<https://www.linkedin.com/pulse/how-maximise-your-company-profile-linkedin-sue-ellson>

20 Ways Your Employees Can Support Your Business On LinkedIn And Why They Should

<https://www.linkedin.com/pulse/20-ways-your-employees-can-support-business-linkedin-why-sue-ellson>

** Please make sure you have a Social Media Policy for your staff and consider providing written instructions as to how you would like them to update their LinkedIn Profile (their choice still) – just suggestions...

Completing your LinkedIn Profile

Experience (must be aligned with purpose and consistent)

<https://www.linkedin.com/in/yoururl/edit/position/new>

Describe the enterprise (including established date), tasks, achievements and sign off with a call to action and your contact details – may also like to include videos, PDF's, images media

Guru or Dinosaur <https://www.personalgrowth.com/over-50-looking-for-work>

Education (must be accurate and detailed – include subject transcript and topics if relevant)

<https://www.linkedin.com/in/yoururl/edit/education/new>

Volunteer Experience (be strategic, emulate Experience layout)

<https://www.linkedin.com/in/yoururl/edit/volunteer-experience/new>

Endorsements (top three pinned to top are the most important, especially if voted by other experts)

<https://www.linkedin.com/in/yoururl/detail/skills>

Recommendations (given and received)

<https://www.linkedin.com/in/yoururl/detail/recommendation/ask>

6+ given and received – be strategic, include keywords for you and for your recommendees

Additional Sections (to be completed)

Organizations include all Professional Memberships

Certifications include all Professional Memberships and Certifications, Accreditations

Publications include Print, Audio, Video or most relevant for your purpose

Honors & Awards provide descriptions to explain why the XYZ Award is relevant

Projects past behaviour predictor of future performance

Courses

Test Scores

Patents

Languages include English and any others

Follow selected Companies (Parent company etc)

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Visit Sue Ellson's Profile for ideas and examples <https://www.linkedin.com/in/sueellson>

How to showcase your Professional Membership on LinkedIn

<https://www.linkedin.com/pulse/20141016095333-77832-how-to-showcase-your-professional-membership-on-linkedin>

Content stages

First and foremost, you need to complete your own LinkedIn Profile to the best of your ability.

Depending on how comfortable you are with creating and publishing your own content via LinkedIn, you are likely to be in one of three content stages:

- content involvement – Liking, Commenting and Sharing other people's content including the content shared on your own Company Page – think of a Like as 1 Brownie Point, a Comment as 5 Brownie Points and a Share as 10 Brownie Points indicating both the value of the content and your interest in that topic for future newsfeed items)
- curation – sourcing other people's good content and sharing it
- creating – both Posts (newsfeed) and Articles (like your own blog) with unique content

Remember to keep your Engagement Ratio at a good level – ideally one share of your content and 12 engagements (Like, Comments or Shares of other people's content – again, be strategic).

Evergreen Content

Articles can be Search Engine Optimised to appear in Google Search Results long after the original publication date and are best suited to 'evergreen' content – but don't forget to incorporate a call to action at the end.

<https://www.linkedin.com/pulse/how-write-search-engine-optimised-article-linkedin-sue-ellson>

- Google search 'tough love unemployed' for an example

<https://www.linkedin.com/pulse/tough-love-unemployed-job-seekers-over-50-years-age-sue-ellson>

Note to self: Always keep a copy of your Article URLs and the Article Content as there is no guarantee that it will always be online. Do not use copyright images.

Dynamic Content

Posts that you write and that appear in the Newsfeed have the potential to go 'viral.' At present, this seems to happen if:

- The post receives early engagement (Likes, Comments, Shares)
- If you add an image before you add text and a link
- If you upload a video and .srt file (transcript) directly into LinkedIn
- If you have written it in an engaging way – e.g. start with 'Today'
- If you have 'pinged' other people in the Post – type @ and their name to notify them
- If you have included hashtags # (subjects)
- If you encourage people to engage appropriately
- If you personally respond to all Comments
- If you recycle the Post a week later (which is why you need to keep a copy of each Post's URL but also if you need to find and delete a profile that was sensitive)

Visit <https://www.linkedin.com/feed/update/urn:li:activity:6413272325709488128> to see 10500+ views in two weeks

Visit <https://www.linkedin.com/feed/update/urn:li:activity:6429994093790793729> to see 9,677+ views in 6 days, 109 Likes and 33 Comments

20 Ways to encourage a LinkedIn Post to go viral

<https://www.linkedin.com/pulse/20-ways-encourage-linkedin-post-go-viral-sue-ellson>

Note to self: Always keep a copy of your Post URLs in case you want to recycle or retrace what you have done in the past in your own Excel Spreadsheet. Always be nice in your Posts and encourage positive discourse. Consider sharing some of your Post URLs to others to encourage them to interact with your Post.

Research, Referrals and Sales

LinkedIn is an excellent research tool that helps you find people beyond your first and second level Connections. You can search at <https://www.linkedin.com/search/results/index/> and if you go beyond the Commercial Use limit, you can use an Advanced Google Search https://www.google.com.au/advanced_search and include LinkedIn.com in the site or domain field.

*** <https://www.linkedin.com/pulse/how-generate-leads-sales-results-linkedin-sue-ellson> ***

Remember that if you optimize your LinkedIn Profile, it can often appear number one, page one of Google search results for your name, your keywords and for your Article titles – so it is worth getting it RIGHT for your purpose.

Quick questions via email most welcome sueellson@sueellson.com

Happy Publishing ☺

Demonstration on Mobile Devices

Find Nearby and Scan Code